



# CALIFORNIA Dairy Information BULLETIN

## Packaged Fluid Milk in California

Percentage of Total Fluid Milk Products Sold, by Size of Container  
October of Selected Years: 2002, 2003, 2004, and 2005

Year	3, 5, 6 Gallon	1 Gallon	1/2 Gallon	Quart	1/3 Quart (10 oz.)	Pint	1/2 Pint & (8 oz. Pouch)	4 oz. (Pouch)	12, 14 oz.	Other
Percent										
2002	1.16%	68.80%	14.74%	2.45%	0.68%	2.16%	9.80%	0.06%	0.01%	0.13%
2003	1.15%	68.15%	16.18%	2.87%	0.63%	2.19%	8.75%	0.06%	0.01%	0.23%
2004	1.02%	69.49%	15.08%	2.52%	0.41%	1.97%	8.82%	0.09%	0.35%	0.26%
2005	1.06%	69.89%	14.99%	2.32%	0.41%	1.70%	9.10%	0.19%	0.35%	0.01%

Percentage of Total Fluid Milk Products Sold, by Type of Container  
October of Selected Years: 2002, 2003, 2004, and 2005

Year	Glass	Paper	Plastic	Bag
Percent				
2002	0.07%	21.12%	77.66%	1.15%
2003	0.04%	19.11%	80.11%	0.96%
2004	0.06%	17.17%	82.28%	0.47%
2005	0.06%	17.24%	82.15%	0.55%

- The top three containers of fluid milk sold in California for October 2005 were: gallon plastic containers (70%); half gallon paper containers (7.4%); and half gallon plastic containers (7.5%).
- Sales of fluid milk in paper containers continued to decrease, down 4% since 2002.
- The proportion of fluid milk products sold in plastic containers remained constant compared to 2004, but a 4.5% increase since 2002.
- The gallon size container continued to be the most utilized size container for fluid milk products, followed by the half gallon and half pint containers, respectively.

(See Page 28 for detailed report)



Source: October 2005 Fluid Milk Sales Container Survey for California,  
completed by CDFA Dairy Marketing Branch, December 2005.

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